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providing a second database containing identification codes and product information
corresponding to each of the identification codes;
receiving a telephone call from a user including one of the identification codes;
identifying the received telephone number from the telephone call;
retrieving the user address from the first database by comparing the received telephone
number with the stored telephone numbers;
retrieving the product information corresponding to the received identification code;
addressing the electronic message according to the retrieved address; and
sending at least a portion of the retrieved product information via the electronic message.

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44. (Amended) The method as recited in claim 36, wherein the electronic message includes an
advertisement or an order confirmation.
